

**CLAIMS:**

Having thus described our invention, what we claim as new, and desire to secure by Letters Patent is:

1                   1. A method for automating product registration for one or more products  
2 purchased by a customer from a seller with one or more manufacturers of said one or  
3 more products, comprising:

4                   (a) acquiring customer information at a time of customer purchase of said  
5 one or more products;

6                   (b) generating product registration information for a manufacturer;

7                   (c) transmitting from said seller via a communication network to said  
8 manufacturer said product registration information; and

9                   (d) completing product registration of at least one of said one or more  
10 products at said manufacturer by utilizing said product registration information thereby  
11 transmitted.

1                   2. The method according to Claim 1, wherein said step of generating  
2 product registration information further comprises a step of:

3                   acquiring product information associated with said one or more products  
4 purchased by said customer.

1                   3. The method according to Claim 1, wherein said step of generating  
2 further comprises a step of:

3                   associating said one or more products with a sales transaction record for  
4 said customer; and

5                   sorting said transaction record by said manufacturer for subsequent  
6 transmission of product registration information associated with said manufacturer to said  
7 manufacturer.

1                   4. The method according to Claim 1, wherein said completing step is  
2 initiated by one of said customer and said manufacturer.

1                   5. The method according to Claim 1, wherein said customer information  
2 includes name, address and telephone number for said customer.

1                   6. The method according to Claim 1, further comprising a step of:  
2                   utilizing a telephone number provided by said customer at said time of  
3 purchase for retrieving said customer information from a directory listing service.

1                   7. The method according to Claim 6, further comprising a step of:  
2                   manually entering said customer information by said seller at said time of  
3 purchase if said customer information cannot be retrieved from said directory listing.

1                   8. The method according to Claim 1, further comprising steps of:  
2                   receiving at said manufacturer said product registration information; and  
3 automatically completing by said manufacturer said product registration by utilizing said  
4 product registration information.

1                   9. The method according to Claim 1, further comprising a step of:  
2                   logging onto a website associated with said manufacturer by said  
3 customer; and  
4                   completing by said customer said product registration at said website  
5 associated with said manufacturer by utilizing said product registration information.

1                   10. The method according to Claim 9, further comprising a step of:  
2                   updating by said customer information and said product registration  
3 information at said website.

1                   11. The method according to Claim 9, further comprising a step of:

2                   indicating by said customer that at least one product of said one or more  
3 products is a gift to a donee;  
4                   updating by said donee said product registration information at said  
5 website; and  
6                   completing by said donee product registration for said at least one product  
7 at said website.

1                   12. The method according to Claim 1, wherein said completing step  
2 further comprises the steps of:  
3                   establishing contact by said customer via said communication network  
4 with a voice response unit ("VRU") server associated with said manufacturer;  
5                   obtaining by said VRU server a telephone number of said customer;  
6                   retrieving said product registration information of at least one of said one  
7 or more products at said manufacturer based on said telephone number thus obtained; and  
8                   communicating information by said VRU to said customer necessary for  
9 said customer to complete registration for said at least one of said one or more products.

1                   13. The method according to Claim 12, wherein said step of  
2 communicating information further comprises a step of:  
3                   associating a telephone pad number key with said at least one of said one  
4 or more products of said manufacturer for transmission to said customer.

1                   14. The method according to Claim 13, said method further comprising a  
2 step of:  
3                   communicating said telephone pad number key by said customer to said  
4 manufacturer.

1                   15. The method according to Claim 14, wherein said customer  
2 communicates said telephone pad number key by one of voice and manual entry.

1                   16. The method according to Claim 12, wherein said telephone number is  
2 automatically identified via a caller identification.

1                   17. The method according to Claim 12, wherein said telephone number is  
2 manually entered by said customer.

1                   18. The method according to Claim 12, wherein said telephone number is  
2 manually entered or spoken by said customer to said VRU server.

1                   19. A system for automating via a communication network product  
2 registration of one or more products purchased by a customer from a seller with one or  
3 more manufacturers of said one or more products, comprising:

4                   (a) a device for accumulating product registration information relating to  
5 said one or more products purchased by said customer and for communicating via said  
6 network said product registration information to a manufacturer;

7                   (b) a device for receiving and storing at said manufacturer said product  
8 registration information for registration completion;

9                   (c) a device for completing said product registration of at least one of said  
10 one or more products for said manufacturer, wherein said completing is performed by  
11 said customer or said manufacturer.

1                   20. The system according to Claim 19, wherein said product registration  
2 information includes customer information relating to said customer and product  
3 information relating to said one or more products.

1                   21. The system according to Claim 20, wherein said device for  
2 accumulating includes a mechanism for acquiring said product information.

1                   22. The system according to Claim 20, wherein said device for  
2 accumulating includes a mechanism for associating said one or more products with a

1 sales transaction record and sorting said transaction record by said manufacturer for  
2 subsequent transmission of product registration information associated with said  
3 manufacturer to said manufacturer.

1 23. The system according to Claim 20, wherein said device for  
2 accumulating includes a mechanism for retrieving said customer information from a  
3 directory listing service by utilizing a telephone number provided by said customer.

1 24. The system according to Claim 20, wherein said device for  
2 accumulating includes a mechanism for manually entering said customer information if  
3 said customer information cannot be retrieved.

1 25. The system according to Claim 19, wherein at least one of said one or  
2 more manufacturers includes a website for said customer to logon and complete said  
3 product registration.

1 26. The system according to Claim 19, wherein at least one of said one or  
2 more manufacturers includes a voice response unit ("VRU") server to facilitate said  
3 customer to complete said product registration by telephone.

1 27. The system according to Claim 19, wherein at least one of said one or  
2 more manufacturers includes a mechanism for facilitating said customer to update  
3 product registration information.

1 28. The system according to Claim 19, wherein said communication  
2 network includes: an Internet, Intranet and a telecommunication network.

1 29. The system according to Claim 19, wherein said device for receiving  
2 and storing includes a mechanism for enabling a donee to complete said product  
3 registration of at least one of said one or more products for said manufacturer.

1                   30. The system according to Claim 19, wherein said device for completing  
2 registration includes a personal computer and a telephone.

1                   31. A program storage device readable by a machine, tangibly embodying  
2 a program of instructions, executable by said machine to perform method steps for  
3 automating product registration of one or more products purchased by a customer from a  
4 seller with one or more manufacturers, comprising:

5                   (a) acquiring customer information at a time of customer purchase of said  
6 one or more products;

7                   (b) generating product registration information for a manufacturer;

8                   (c) transmitting from said seller via a communication network to said  
9 manufacturer said product registration information; wherein completion of product  
10 registration of at least one of said one or more products at said manufacturer is  
11 accomplished by utilizing said product registration information thereby transmitted.